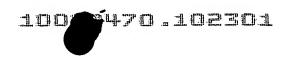
F&R Docket No.: 10



ABSTRACT

An advertisement targeting process for determining the advertisement preferences of a user includes a query monitoring process for monitoring the queries entered by users. A query association process associates each monitored query with one or more predefined advertisement categories. A preference file maintenance process maintains, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user. This generates a list of user-preferred advertisement categories.

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